

**B R E A T H E**  
the lung association

**ANNUAL REPORT  
TO THE COMMUNITY  
| 2017/2018**

**204.774.5501  
MB.LUNG.CA**



# REPORT FROM THE PRESIDENT & CEO AND CHAIR OF THE BOARD • AGM 2018

June 20th, 2018

The last year has been one of renewal and growth and continued commitment to advancing the lung health of Manitobans. The Lung Association had an exciting year at both the board level and the operational level. The organization continues to build and innovate, and we are confident our renewed approach to organization and fund development will leave us in a position of strength and increased ability to achieve our goals and deliver on our mission—to enable all Manitobans to breathe with ease.

The process of updating our strategic plan has begun and will continue into the early part of the upcoming year. The planning activities will build on our existing strategic priorities and will be enhanced by a review of current environment factors and the input of our staff and board members along with stakeholders in the community.

We are sad to say goodbye to two dedicated board members who will be leaving us this year, Dr. Helmut Unruh and Dr. Richard Keijzer. We would like to thank them for their generous contributions to the Lung Association. But, where one door closes another opens, and we are pleased to welcome Eric Grabner to the board. We are recruiting other new board members who bring the necessary skillsets, interest and passion that will help us grow in resilience, public awareness and, most importantly, mission delivery.

Of significant note, we have started our journey of reconciliation with Indigenous Manitobans. As an organization that has been in existence for over 100 years, we recognize the past conduct of our care of Indigenous people has had traumatic impact on many of our Indigenous patients and their families. In order to accept and atone for our past organizational actions, we are beginning a thoughtful, consultative and comprehensive approach to reconciliation. An early step has been to sign on to the Winnipeg Indigenous Accord. We will report our progress in reconciliation on a regular basis.

There are many new staff members in the mix, and we are thrilled to have an engaged, hardworking and talented cadre of employees who are committed to lung health. Notable administrative achievements this year include: overhaul of our financial record keeping and reporting systems; implementing a new payroll service provider; and updating some computer hardware and software. These improvements will increase our ability to deliver efficiently on our mission.

To raise our public profile, we have increased participation in community activities such as Winnipeg Chamber of Commerce events, Indigenous community events, such as the Circles of Reconciliation and the First Nations Primary Care Conference, and various Pride events and community celebrations around Manitoba. We have established a

comprehensive up-to-date fundraising program that has already had positive results. For example, new fundraising events included the Stair Climb for Clean Air held at BellMTS Place and the Jets Playoff Ticket raffle. We were able to garner more live and recorded TV and radio media interest compared to the last several years.

Our robust social media platforms have reached thousands of people from across the province and we look forward to implementing more strategies to broaden our digital reach.

On the advocacy front, provincially we participated in the legislative review of Bill 25, the amendments to the Non-Smokers Health Act. At the municipal level, we contributed to the City of Winnipeg Patio Smoking Ban by-law. We also were part of the national group forming the Canadian Lung Association's response to federal legislation, including cannabis and e-cigarette regulations.

We have engaged in service and program-related activities with Manitoba Health, Seniors and Active Living Department as well as the Winnipeg, Southern, Interlake Eastern and Prairie Mountain Health Regions.

Our mission delivery program continues to include services and support for all Manitobans, from online evidence-based, self-help resources, to the Respiratory Phone Help Line, to in-person group and one-on-one support. We can confidently say we are truly delivering impactful lung health programs to all Manitobans.

Looking ahead, our resources will be focused on enhancing our public profile, improving our operational efficiency, and increasing revenue—all with the aim of enhancing our ability to deliver on our mission.

In closing, we would like to thank our staff, volunteers, community partners, and especially our funders and donors for all their efforts and support to help Manitobans breathe with ease.



**Neil Johnston**  
President & CEO



**Deborah Harri**  
Chair of the Board



## OUR MISSION

As the recognized leader and primary resource in lung health, our mission is to enable all Manitobans to breathe with ease.

## OUR VISION

A province free of lung disease.

## OUR VALUES

Our primary belief is that no one should have to struggle to breathe.

**Integrity** - We maintain the highest possible standards of ethics and professionalism in all that we do.

**Transparency** - We are open and accountable for our actions.

**Respect** - We respect our clients, volunteers, donors and staff without discrimination and protect their privacy.

**Innovation** - Ongoing research and knowledge translation are essential to help us achieve our mission.

**Excellence** - Our programs follow best practices for lung health and have the highest possible impact on Manitobans.

**Empowerment** - We equip Manitobans to take care of their lung health.

**Teamwork** - We value and actively pursue collaboration and cooperation with provincial and national staff, volunteers and other partners and stakeholders.

**Stewardship** - We uphold the principles of due diligence in the management of our assets and raise funds only from legitimate sources that align with our mission.

# BREATHING LIFE INTO MANITOBA FOR OVER 100 YEARS



## BOARD OF DIRECTORS

**Deborah Harri**  
Board Chair

**Brenda Dyck**  
Vice Chair

**Florence Carey**

**Dr. Richard Keijzer**

**Dr. Helmut Unruh**

**Arlene Draffin-Jones**

**Daniel Dabee**

**Eric Grabner**

**Jeannie Lee, Treasurer**

**Dr. Juliette E. Cooper**

**Dr. Clare Ramsey**

**Rhea Yates**

## STAFF

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President & CEO

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Director of Development

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Communications & Fundraising  
Coordinator

**Marissa Trinidad**  
Donor & Development Coordinator

**Anjie Valgardson**  
Tobacco Programs Coordinator

**Jay Johnson**  
Volunteer & Office Coordinator

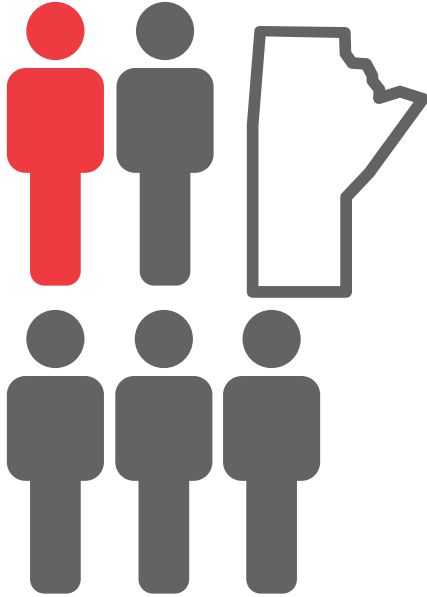
**Bridget Hartwich**  
Accountant

**Valerie Amable**  
Tuberculosis Surveillance Clerk

**Melanie Collao**  
Tuberculosis Surveillance Clerk

# THE LUNG ASSOCIATION MANITOBA STATS

**ONE IN FIVE**  
MANITOBBANS  
HAVE LUNG  
DISEASE



RESPIRATORY  
DISEASE IS THE

**3<sup>rd</sup>**

LEADING  
CAUSE  
OF  
DEATH



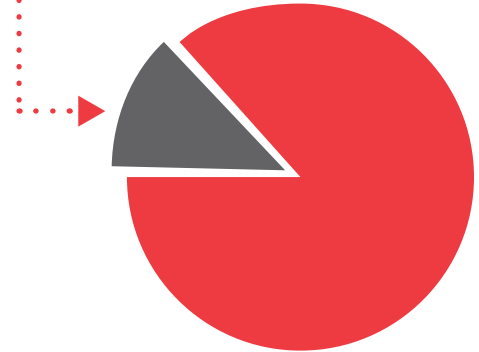
(NOT INCLUDING  
LUNG CANCER)

2015/2016

**88,641**

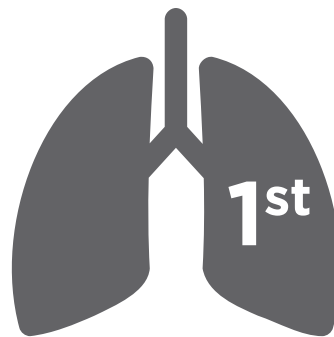
MANITOBBANS  
WITH COPD

REPRESENTING  
A RATE OF **12,6%**  
OF THE  
POPULATION  
35 AND OLDER



FROM 2008-  
2017, OF THE 307  
MANITOBBANS  
WHO DIED FROM  
WORK-RELATED  
INJURIES  
OR DISEASES,

**29%** DIED FROM  
PREVENTABLE  
OCCUPATIONAL  
LUNG DISEASES.



**LUNG CANCER**

IS THE LEADING CAUSE  
OF CANCER DEATH,  
CAUSING MORE CANCER  
AMONG CANADIANS THAN  
THE OTHER THREE MAJOR  
CANCER TYPES COMBINED

IT IS ESTIMATED THAT OVER

**31,000**

LUNG CANCER DEATHS  
HAVE BEEN AVOIDED,  
LARGELY REFLECTING A  
REDUCTION IN SMOKING  
AMONG CANADIANS



# FINANCIAL STATS

## CONSOLIDATED STATEMENT OF OPERATIONS YEAR ENDED MARCH 31, 2018

### REVENUE

CHRISTMAS SEALS.....	\$145,919.00
OTHER FUNDRAISING.....	\$244,906.00
MEMORIAL.....	\$30,643.00
PROGRAM INCOME.....	\$348,805.00
INVESTMENTS.....	\$41,704.00
BEQUESTS.....	\$83,547.00
<b>TOTAL REVENUE.....</b>	<b>\$895,524.00</b>

### EXPENSES

FUNDRAISING.....	\$310,299.00
HEALTH INITIATIVES.....	\$575,223.00
ADMINISTRATION.....	\$212,072.00
<b>TOTAL EXPENSES.....</b>	<b>\$1,097,594.00</b>

<b>EXCESS (DEFICIENCY) OF REVENUE OVER EXPENSES FOR THE YEAR.....</b>	<b>(\$202,070.00)</b>
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# 2018 DONORS

## THANK YOU FOR YOUR SUPPORT

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## TOGETHER WE CAN MAKE A DIFFERENCE IN THEIR LIVES





# BREATH E

the lung association

1 in 5 Manitobans suffer from lung disease.

With **your help** we can continue to fight lung disease. **Think of us** when enhancing your legacy.



**BREATHING LIFE INTO MANITOBA FOR OVER 100 YEARS**  
**mb.lung.ca 204.774.5501**

**NEED A WILL? WANT TO UPDATE YOUR WILL?**



**CANADIAN  
FREE WILLS  
NETWORK**

We can help! We have partnered with the Canadian Free Wills Network to offer you and your loved one the opportunity to have your Will created or updated by a local professional lawyer or notary public for free!

Ask us about the Canadian Free Wills Network and leaving a legacy gift by calling us toll free within Manitoba at 1-888-262-LUNG (5864) or 204-774-5501 x230.

*Limited number of Wills available. Some conditions apply.*

## **MANITOBA QUILTS** ManitobaQuits has supported people from over 44 communities through Manitoba.

Narol  
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### **GOT A QUESTION? ASK AN EXPERT.**

For answers to your questions about lung diseases, air quality, smoking, and other lung health matters, call us toll-free to speak to a Certified Respiratory Educator:

**1-866-717-2673**

**BREATH E**  
the lung association

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